

ORDER

Orders
Order / Rev: 166777
Alt Order #: 06334726
Product Desc: BALDWIN FOR SENATE
Estimate:
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: GENERAL

WDJT-TV-LP

Primary AE: Matthew Norten
Sales Office: HDC
Sales Region: NAT

Agency
Name: Shorr Johnson Magnus
Buying Contact: Mike D'Ettorre
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Poli/T Baldwin/D/Sen/WI
Demographic: A35+
Product Codes: PL Candidate
Priority: P-2
Revenue Codes: AGY, POL, ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	60	\$46,550.00	\$39,567.50
10/01/12	10/01/12	12	\$6,375.00	\$5,418.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	60	\$46,550.00	\$39,567.50	0.00
October 2012	12	\$6,375.00	\$5,418.75	0.00
Totals	72	\$52,925.00	\$44,986.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WDJT-TV-LP	21%	\$52,925.00
Market	100%	\$252,023.81

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	0%	\$0.00
WCGV	0%	\$0.00
WISN	38%	\$95,769.05
WITI	24%	\$60,485.71
WMLW-	0%	\$0.00
WPXE	0%	\$0.00
WTMJ	17%	\$42,844.05
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WDJT	09/25/12	09/28/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p	-TWTF--	:30	4	\$125.00	P-2	0.00	NM	4	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-TWTF--			4		\$125.00		0.00				
E 2	WDJT	10/01/12	10/01/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p	1-----	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				

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 Estimate:

WDJT-TV-LP

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	WDJT	10/01/12	10/01/12	3p-4p (eff 9/10/13) Jeff Probst	CM	3p-4p 1-----	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	1-----		1		\$125.00	0.00					
E 3	WDJT	09/25/12	09/28/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a -TWTF--	:30	8	\$300.00	P-2	0.00	NM	8	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-TWTF--		8		\$300.00	0.00					
E 4	WDJT	10/01/12	10/01/12	Price Is Right 10a-11a Price Is Right 10a-11a	CM	10a - 11a 2-----	:30	2	\$300.00	P-2	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	2-----		2		\$300.00	0.00					
E 5	WDJT	09/25/12	09/28/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p -TWTF--	:30	4	\$350.00	P-2	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-TWTF--		4		\$350.00	0.00					
E 6	WDJT	10/01/12	10/01/12	Y&R 11a-12p The Young & the Restless 11a-	CM	11a - 12p 1-----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	1-----		1		\$350.00	0.00					
E 7	WDJT	09/25/12	09/28/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p -TWTF--	:30	4	\$250.00	P-2	0.00	NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-TWTF--		4		\$250.00	0.00					
E 8	WDJT	10/01/12	10/01/12	Dr. Phil 4p-5p Dr. Phil 4p-5p	CM	4p-5p 1-----	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	1-----		1		\$250.00	0.00					
E 9	WDJT	09/30/12	09/30/12	Sun 530pm News Sun 530pm News	CM	530p-6p -----1	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----1		1		\$150.00	0.00					
E 10	WDJT	09/25/12	09/28/12	M-F 5pm News M-F 5pm News	CM	5p-530p -TWTF--	:30	4	\$150.00	P-2	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-TWTF--		4		\$150.00	0.00					
E 11	WDJT	10/01/12	10/01/12	M-F 5pm News M-F 5pm News	CM	5p-530p 1-----	:30	1	\$150.00	P-2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	1-----		1		\$150.00	0.00					
E 12	WDJT	09/29/12	09/29/12	Sat 6p-7p Jap/Wheel Sat 6p-7p Jap/Wheel	CM	Sat 6-7p -----1-	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-----1-		1		\$200.00	0.00					
E 13	WDJT	09/25/12	09/28/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p -TWTF--	:30	4	\$750.00	P-2	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-TWTF--		4		\$750.00	0.00					
E 14	WDJT	10/01/12	10/01/12	Wheel of Fortune 630p-7p 630p-7p/Wheel	CM	M-F 630p-7p 1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	1-----		1		\$750.00	0.00					
E 15	WDJT	09/25/12	09/28/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p -TWTF--	:30	4	\$700.00	P-2	0.00	NM	4	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 09/24/12	09/30/12	-TWTF--		4		\$700.00	0.00					
E 16	WDJT	10/01/12	10/01/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>					
		Week: 10/01/12	10/07/12	1-----		1		\$700.00	0.00					

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 16	WDJT	10/01/12	10/01/12	Jeopardy 6p-630p 6p-630p/Jeopardy	CM	M-F 6p-630p 1-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	1-----		1		\$700.00		0.00				
E 17	WDJT	09/28/12	09/28/12	Fr 7p - 8p CSI: New York	CM	Fri 7p - 8p ----1--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	----1--		1		\$1,200.00		0.00				
E 18	WDJT	09/28/12	09/28/12	Fr 9p - 10p Blue Bloods	CM	9p - 10p ----1--	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	----1--		1		\$2,000.00		0.00				
E 19	WDJT	09/25/12	09/25/12	Tu 7p - 8p NCIS	CM	Tu 7p - 8p -1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-1-----		1		\$3,000.00		0.00				
E 20	WDJT	09/26/12	09/26/12	Wed 8p - 9p Criminal Minds	CM	Wed 8p - 9p --1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--1----		1		\$2,500.00		0.00				
E 21	WDJT	09/25/12	09/25/12	Tu 8p - 9p NCIS: Los Angeles	CM	Tu 8p - 9p -1-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-1-----		1		\$3,000.00		0.00				
E 22	WDJT	09/30/12	09/30/12	Su 8p - 9p The Good Wife	CM	8p-9p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1		\$2,500.00		0.00				
E 23	WDJT	09/30/12	09/30/12	Su 9p - 10p Mentalist	CM	9p-10p -----1	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1		\$2,500.00		0.00				
E 24	WDJT	09/27/12	09/27/12	Th 8p - 9p Person of Interest	CM	Th 8p - 9p ---1---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	---1---		1		\$3,000.00		0.00				
E 25	WDJT	09/26/12	09/26/12	Wed 9p - 10p CSI: Crime Scene Investigation	CM	Wed 9p - 10p --1----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	--1----		1		\$2,500.00		0.00				
E 26	WDJT	09/30/12	09/30/12	Su 7p - 8p The Amazing Race	CM	7p - 8p -----1	:30	1	\$2,600.00	P-2	0.00	NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1		\$2,600.00		0.00				
E 27	WDJT	10/01/12	10/01/12	Mo 9p - 10p Hawaii Five-O	CM	Mo 9p - 10p 1-----	:30	1	\$2,300.00	P-2	0.00	NM	1	\$2,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	1-----		1		\$2,300.00		0.00				
E 28	WDJT	09/30/12	09/30/12	Su 6p - 7p 60 Minutes	CM	6p - 7p -----1	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-----1		1		\$3,000.00		0.00				
E 29	WDJT	09/25/12	09/28/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p -TWTF--	:30	8	\$200.00	P-2	0.00	NM	8	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 09/24/12	09/30/12	-TWTF--		8		\$200.00		0.00				
E 30	WDJT	10/01/12	10/01/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 2-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
		Week: 10/01/12	10/07/12	2-----		2		\$200.00		0.00				

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E 30	WDJT	10/01/12	10/01/12	Letterman 1035p-1135p Letterman 1035p-1135p	CM	1035p-1135p 2-----	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	2-----		2		\$200.00			0.00			
E 31	WDJT	09/25/12	09/30/12	M - SU Late News M-Su 10p-1035p	CM	10p - 1035p -TWTFSS	:30	6	\$750.00	P-2	0.00	NM	6	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTFSS		6		\$750.00			0.00			
E 32	WDJT	10/01/12	10/01/12	M-F Late News M-F Late News	CM	10p-1035p 1-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		10/01/12	10/07/12	1-----		1		\$750.00			0.00			
E 33	WDJT	09/29/12	09/29/12	Sa 8p - 9p Elementary	CM	8p - 9p -----1-	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week:		09/24/12	09/30/12	-----1-		1		\$600.00			0.00			
												Totals	72	\$52,925.00